The Moderating Effect of Brand Loyalty on the Relationship between Promotion Activities and Consumers’ Purchase Decision-Making

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Over the past few decades there has been increased production and consumption of organic food. However, a review of the literature shows that research into consumer attitudes to organic food lacks an explicit theoretical basis, and this paper aims to fill this gap. Therefore, the main objective of this research is to verify the relationship among promotion activities, brand loyalty and purchase decision-making in the organic food market. In addition, it also explores the moderating effects of brand loyalty on the relationship between promotion activities and consumers’ purchase decision-making.

Organic food consumers in Taiwan were adopted as the research population, and measuring scales proposed by other scholars were revised to fit the research context. After a pretest, a total of 300 questionnaires were distributed to organic food stores in northern, central, and southern regions of Taiwan. Tests of reliability, Pearson correlation, and hierarchical regression analysis were conducted to examine the hypotheses, and the results of the study are as follows:

1. Promotion activities have a significant and positive influence on purchase decision-making.
2. Brand loyalty has a significant and positive influence on purchase decision-making.
3. Brand loyalty has a significant moderating effect on the relationship between promotion activities and purchase decision-making

Keywords: Organic foods, Promotion activities, Brand loyalty, Purchase Decision-Making